





HIERBAS PATAGONICAS

2025 - BARCELONA

HIERBAS PATAGONICAS.AR

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DISCOVER PARAMELA FROM PATAGONIA

- **Origin:** Esquel, Chubut, Argentina
- **Botanical name:** Adesmia boronioides
- Grows naturally on both sides of the Patagonian Andes
- Harvested sustainably through wild pruning
- Supply chain verified by UEBT (Union for Ethical BioTrade)
- → **Achieved the level: Responsibly Sourced**

A SYMPHONY OF FLORAL AND WOODY NUANCES

- **Olfactive Profile:** Sweet, fruity, woody, slightly spicy
- **Reminiscent of:** Rose, freesia, orange blossom, tuberose, Ylang-ylang, jasmine, geranium
- Harmonizes with citrus, creamy or dry woods, herbal and musky notes
- Adaptable in both niche and mainstream compositions

A MODERN & SAFE INGREDIENT

- **Practically allergen-free** → ideal for sensitive applications
- **IFRA Category 4:** No restriction
- Excellent tenacity and fixation
- Stable under UV and heat
- Aromatherapy & wellness (muscle pain, sprains)
- Cosmetics (rosacea, hair softness)

INNOVATIVE CHEMISTRY

- Rich in sesquiterpenes and bis-norsesquiterpenes
- **Main compound:** (1S, 4R, 5S)-esquel-6-en-9-one tribute to the town of Esquel
- → Structurally similar to Cashmeran
- Combines nature and modernity for unique woody-amber notes
- A rare molecule with deep perfumery potential

PARAMELA: A RESPONSIBLY SOURCED INNOVATION

- A signature scent with versatility across olfactive families, safe and high-performing
- UEBT-verified, responsibly sourced supply chain
- → **A breakthrough ingredient for modern, ethical perfumery**

THANK YOU !!

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